

**Cookie Run:
Kingdom (CRK)**
Why It Works

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01/9/22



Executive Summary

01

Relevance

Showcase **CRK**'s recent history.

02

Gameplay

Discuss how **CRK** works and its gameplay loop.

03

Analysis

Look at the events that influenced **CRK**'s recent success.

04

Monetization

Discuss what works well in **CRK** and what can be improved.

05

Closing Remarks

Summarize the findings.

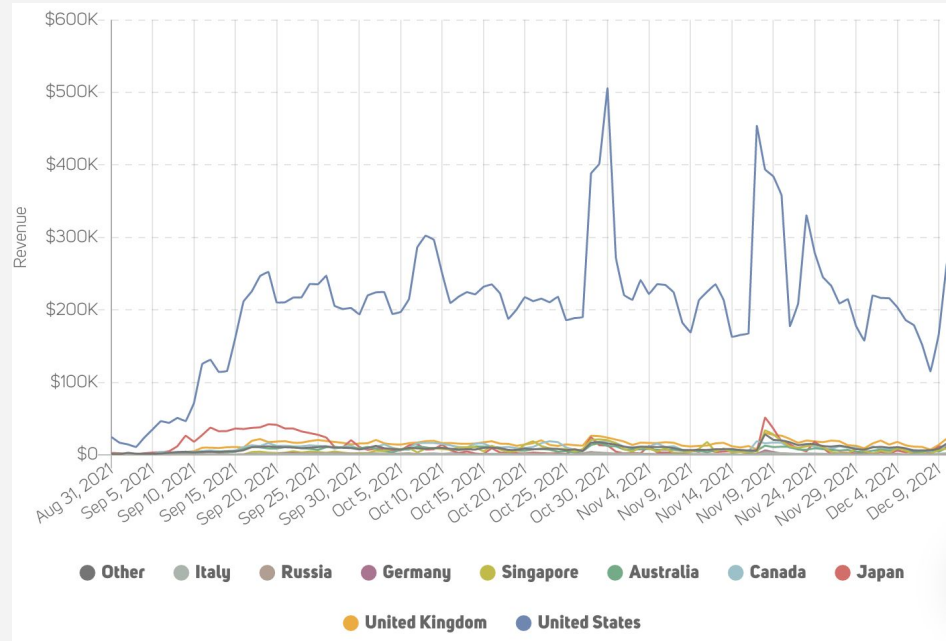
01

Relevance



Revenue Spike

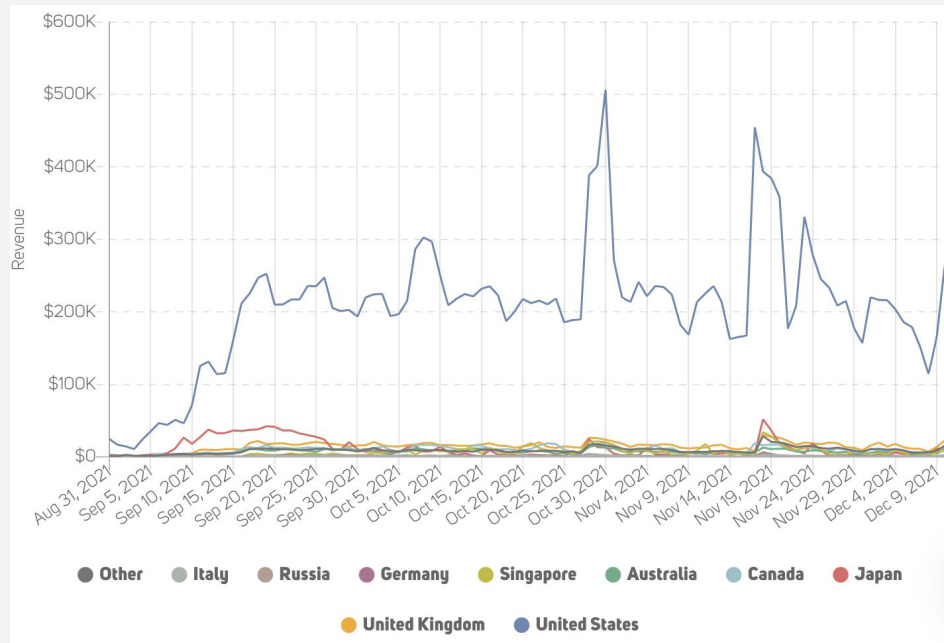
- Early September saw an initial ~6x revenue spike.
- Late September saw another spike to a total ~12x gains.
- Nov/Dec spikes are noteworthy but weren't sustained.



* Daily Revenue chart data by country taken from GameRefinery from 12/8/2021

Event Highlights

- **September**
 - New Server & Cookies
 - JP Voice Over + ENG Voice Over Trailer
 - Sonic Crossover Event
- **October**
 - ENG Voice Over release
 - Release of cosmetics
- **November**
 - New Cookies
- Before we analyze the events, let's look at how the game works. [Click here to skip to the event analysis.](#)



* Daily Revenue chart data by country taken from GameRefinery from 12/8/2021

02

Gameplay

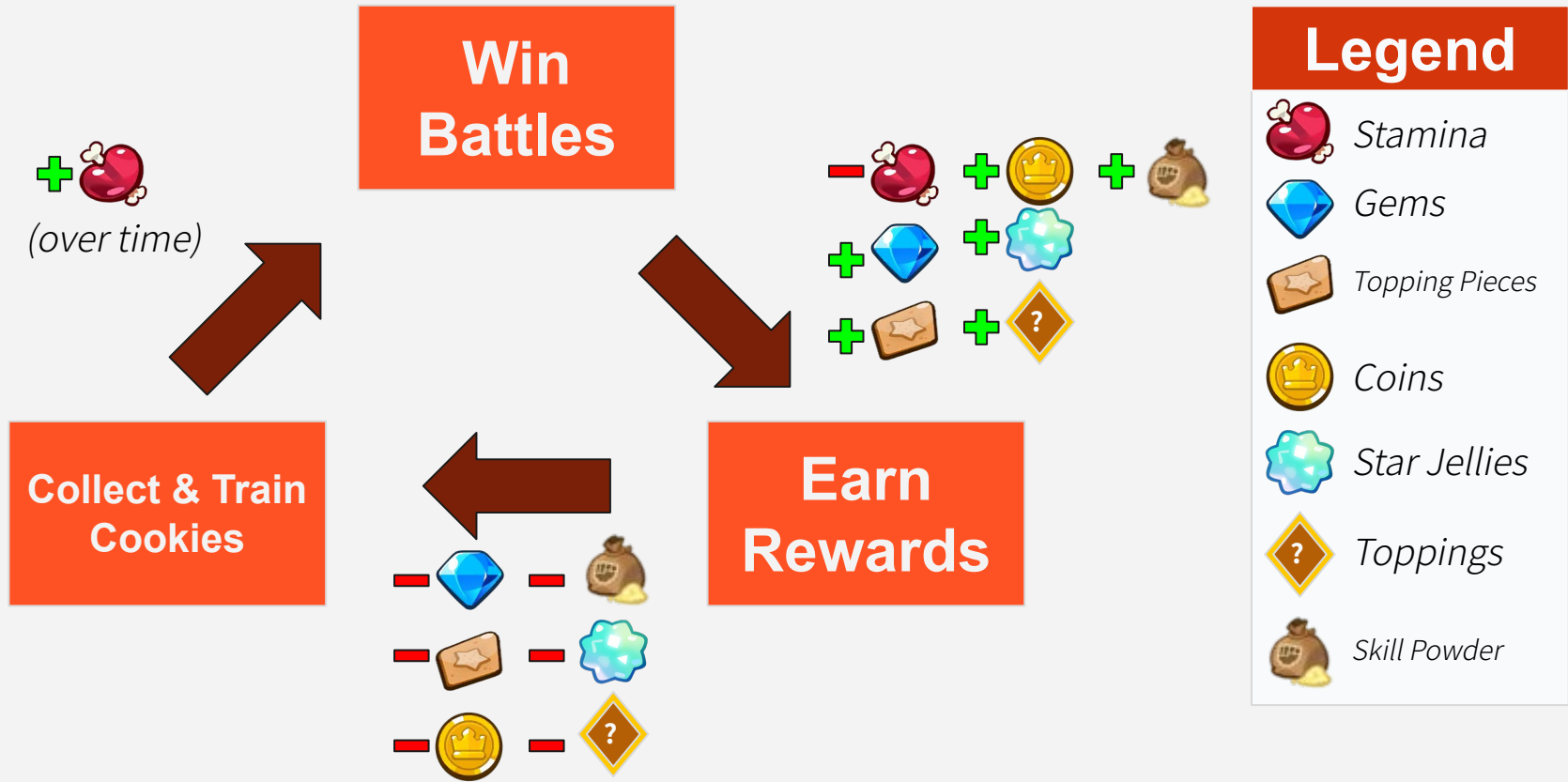


The Basics

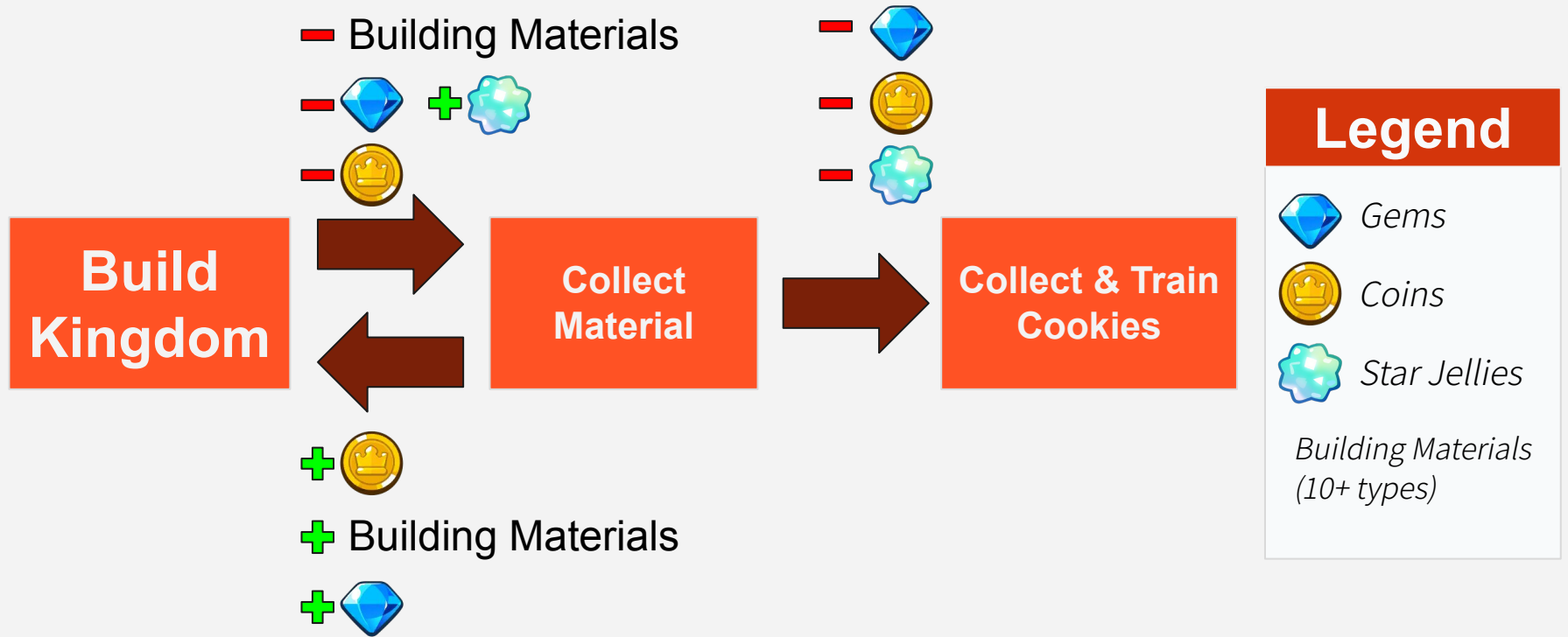
- Cookie Run: Kingdom is a hero-collection, RPG autobattler, and city builder.
- Players assemble and train a team of Cookies, strategically defeat a myriad of different enemies, and build their unique kingdom.



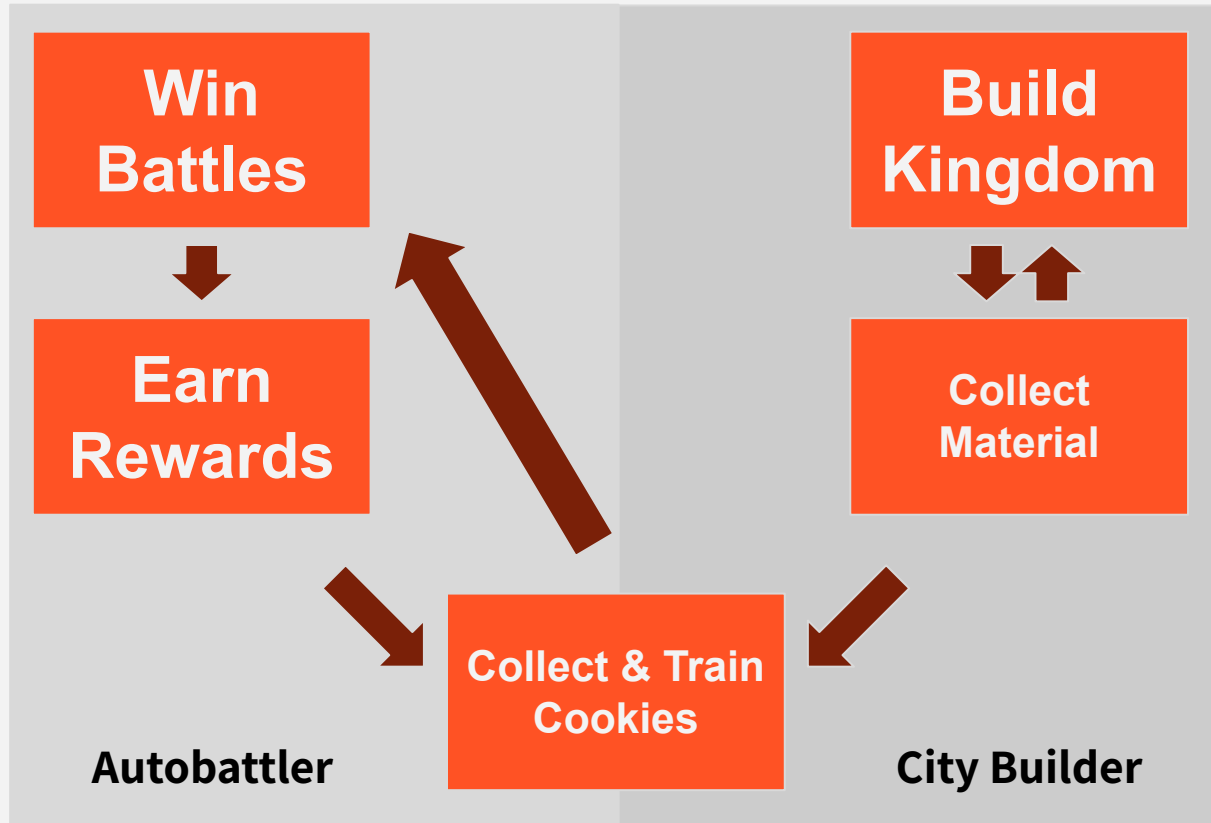
Game Loops: The AutoBattler



Game Loops: City Building (Simplified)



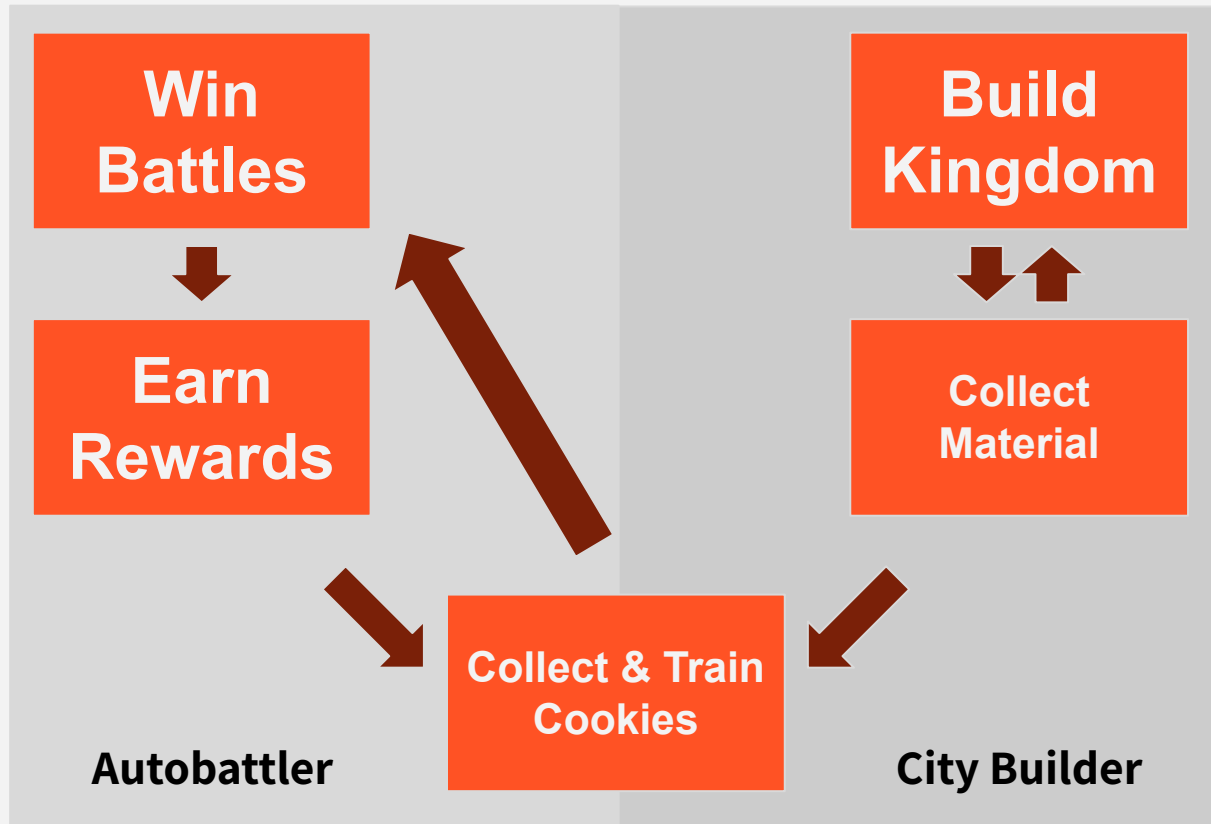
Game Loops: Putting It All Together (1 of 3)



Notes

- On the Autobattler side, players are using stamina to get resources for improving their Cookie team.
- On the City Builder side, players exchange building materials for more expensive building materials and resources for their Cookie team.

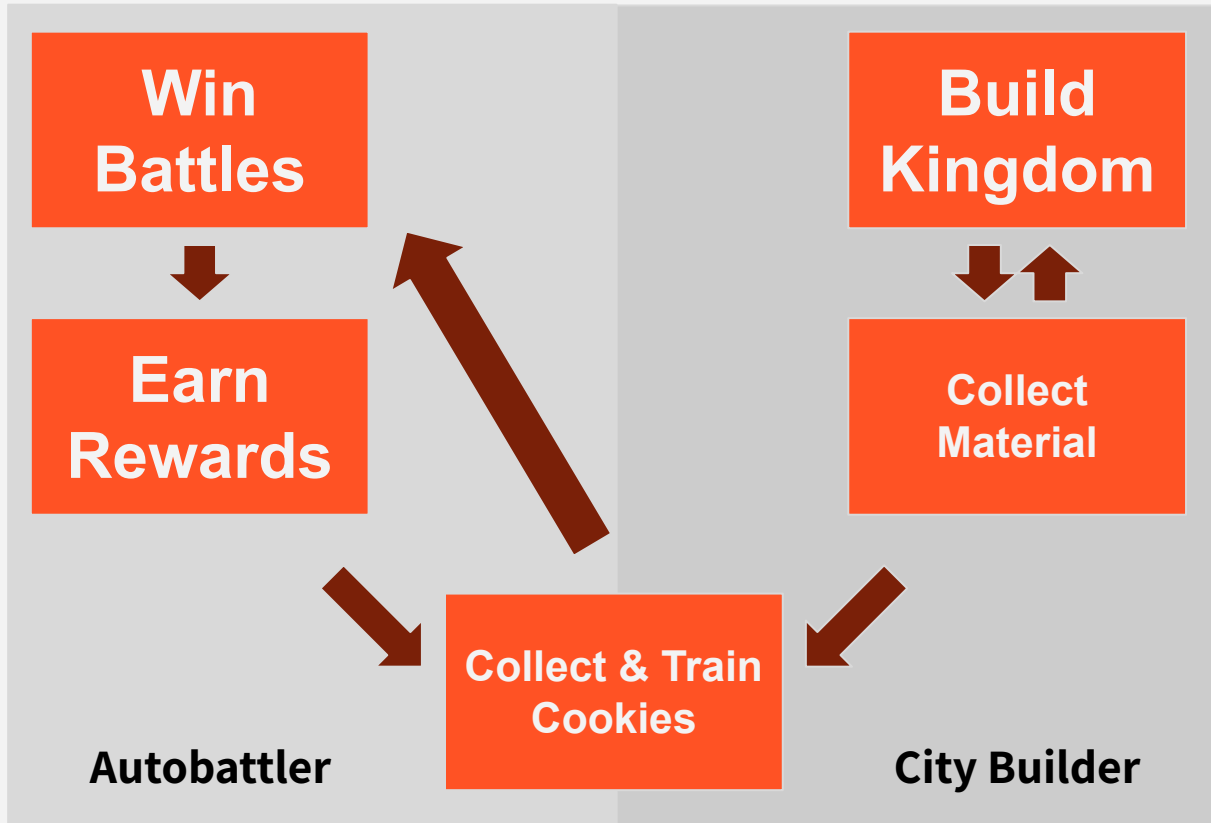
Game Loops: Putting It All Together (2 of 3)



Notes

- Both game loops have a unifying goal of developing the players' Cookies.
- Interestingly, Hard Currency (Gems) can be used for both loops.
 - This gives players autonomy either to spend on city building or cookie development.

Game Loops: Putting It All Together (3 of 3)



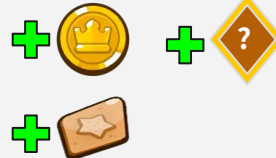
Notes

- To work, both loops need strong sinks to manage the currency in the economy.
- We'll look at some of these sinks in a little more detail.

Features in the Loop: Sinks w/ Purpose (1 of 3)

Balloon Dock

Extra Stamina



Strengthen Cookies

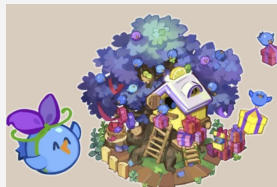
Purpose

- Takes Stamina and gives primarily rare power-ups ([Toppings](#)) for your Cookie team.

Tree of Wishes

Building Materials

Building Materials



Special Building Materials



Coins + Special Building Upgrades

Purpose

- Largest provider of Coins in **CRK**.
- Is a secondary source of Special Building Materials ([Rarities](#)).

Features in the Loop: Sinks w/ Purpose (2 of 3)

Train Station

— Building Materials

Building Materials



+ Special Building Materials



Strengthen Cookies +
Special Building
Upgrades

Purpose

- Primary provider of Rarities for upgrading the Cookie Castle and Landmark Buildings.
- Is a secondary source of Gems.

Trade Harbor

— Building Materials

Building Materials



Rainbow
Pearls

+ Special Expedition Materials



Legendary Cookies +
Strengthen Cookies

Purpose

- Expedition Materials ([Rarities](#)) increase income for upgrading Cookies.
- Pearls are used to get Legendaries.

Features in the Loop: Sinks w/ Purpose (3 of 3)

SUMMARY

- Stamina + Building Materials commonly become inflated in similar games; however, the aforementioned features control those resources and exchange them for meaningful returns.
- Both Train Station and Tree of Wishes use excess resources to build Landmark Buildings that in turn provide buffs for players's Cookies during battles.
- Additionally, Trade Harbor provides Expedition Material, which, at the end of the day, increases a player's income of Cookie Levelling EXP.
- Ultimately, each of the previously highlighted features contribute towards the ultimate goal of improving the player's team of Cookies.

03

Analysis



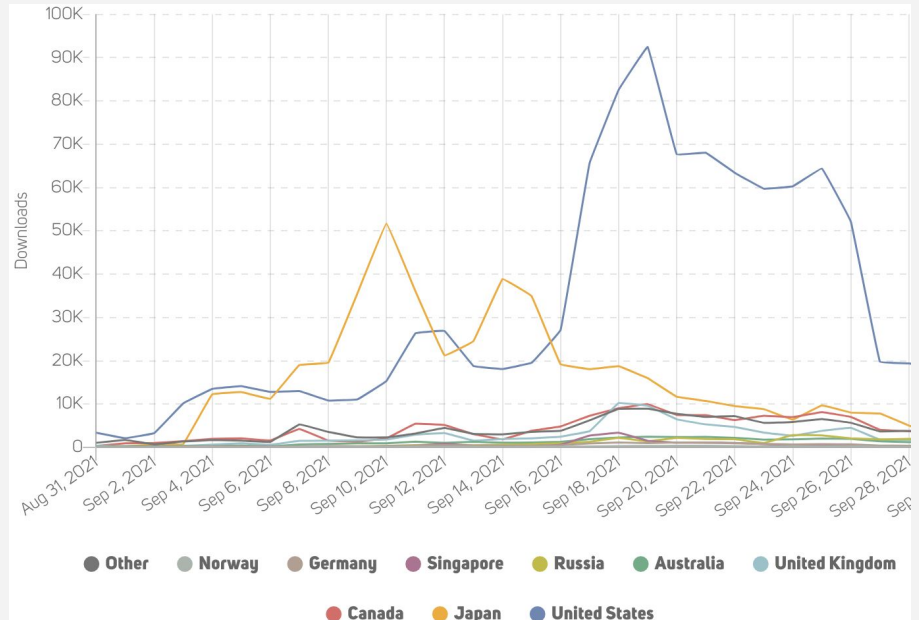
September Spikes (Downloads)

Sept 2nd Patch (Overview)

- New Server
- New Ancient and Epic Cookies
- New JP Voice Pack
- English Voice Pack Trailer

Sept 17th Patch (Overview)

- Sonic/Tails Crossover Event
- New Epic Cookie
- **CRK** hits #1 in Japan Market.



*Daily Downloads chart from Game Refinery for the period Aug 31, 2021 - Sep 30, 2021.

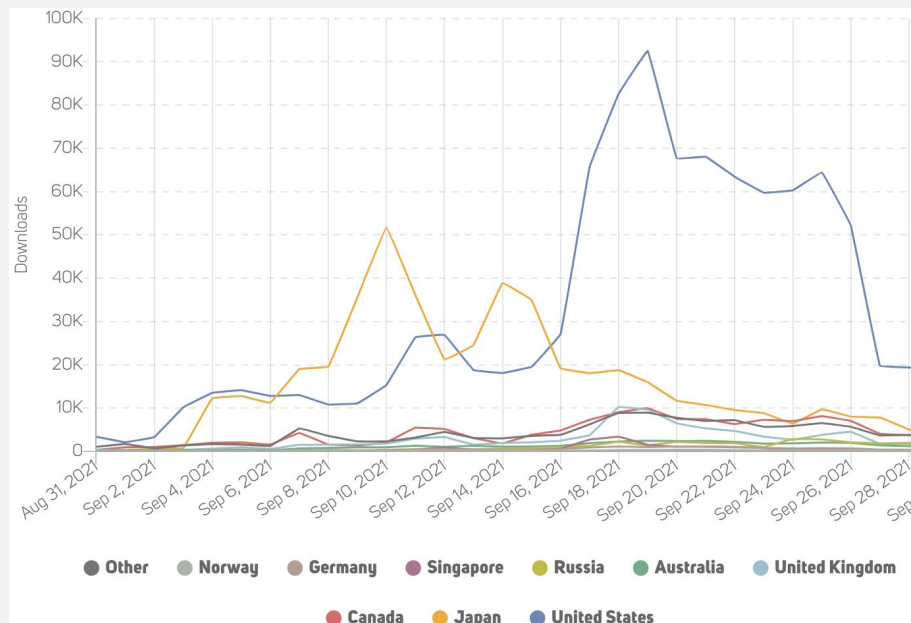
September Spikes (Downloads)

Sept 2nd Patch (Notes)

- New Server attracts both old and new players as everyone starts at 0.
- ENG Voice Pack trailer likely attracted new crowds as the JP Voice Pack clearly influenced the JP market.

Sept 17th Patch (Notes)

- The Sonic Crossover Event very likely increased interest towards **CRK**.



*Daily Downloads chart from Game Refinery for the period Aug 31, 2021 - Sep 30, 2021.

September Spikes (Advertisement)

ENG Voice Over Ad

- ~2.5M views on Youtube
- ~40k likes
- ~4k comment
- Features notable voice acting celebrities.
 - Includes talent from Genshin Impact, Adventure Time, etc.
 - Likely brought in portions of their fanbases.



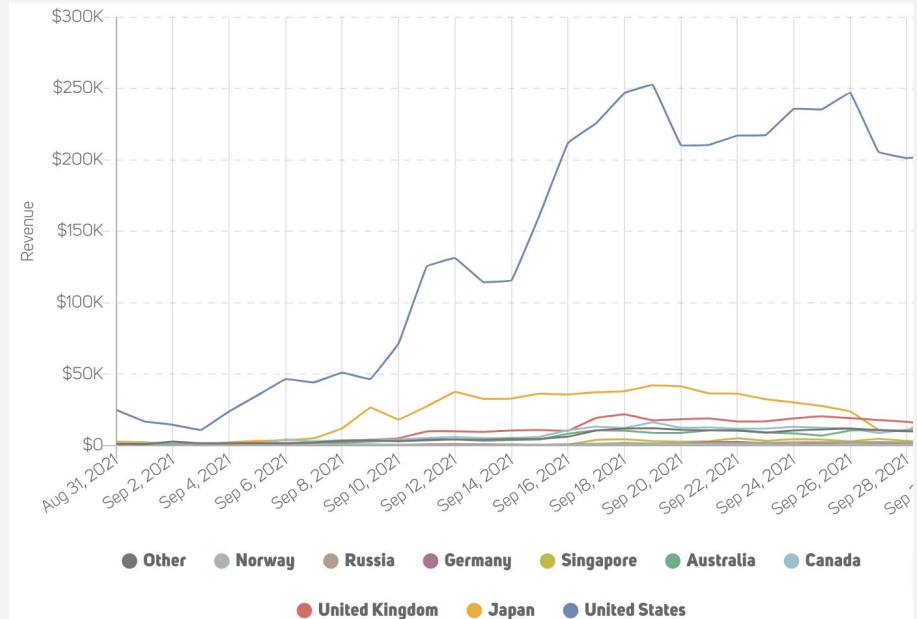
September Spikes (Revenue)

Sept 2nd Patch (Notes)

- Revenue tells a similar story.
- The new server and gradual increase in player base led to a steady growth in revenue.

Sept 17th Patch (Notes)

- Sonic/Tails Crossover Event enabled player spending.



**Daily Revenue chart from Game Refinery for the period Aug 31, 2021 - Sept 30, 2021.*

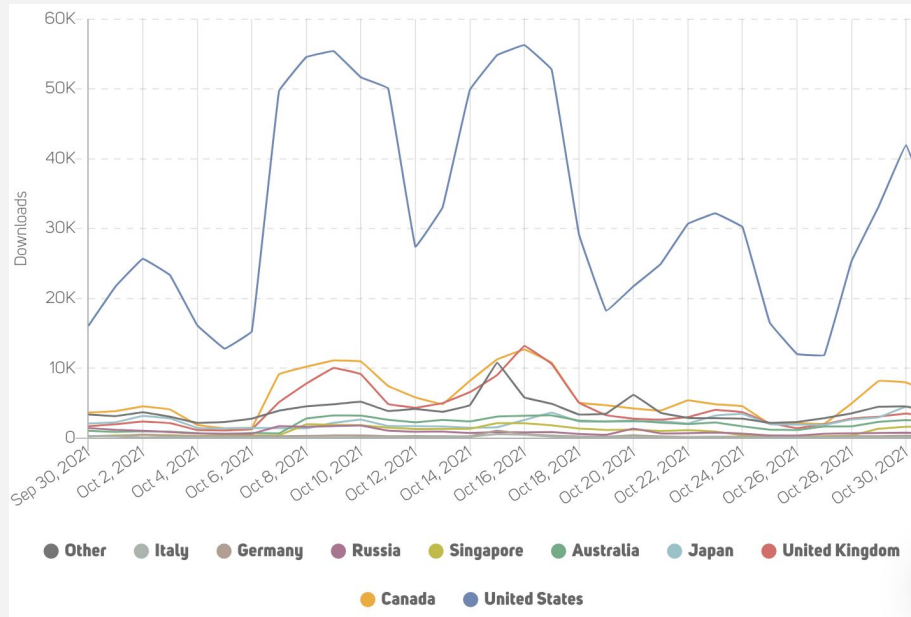
October Spikes (Downloads)

Oct 8th Patch (Overview)

- New Game Mode
- New Epic Cookies
- ENG Voice Pack released
- New Ad Campaign

Oct 28th Patch (Overview)

- Cookie Cosmetics
- New Decor for Cookie Kingdom



*Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.

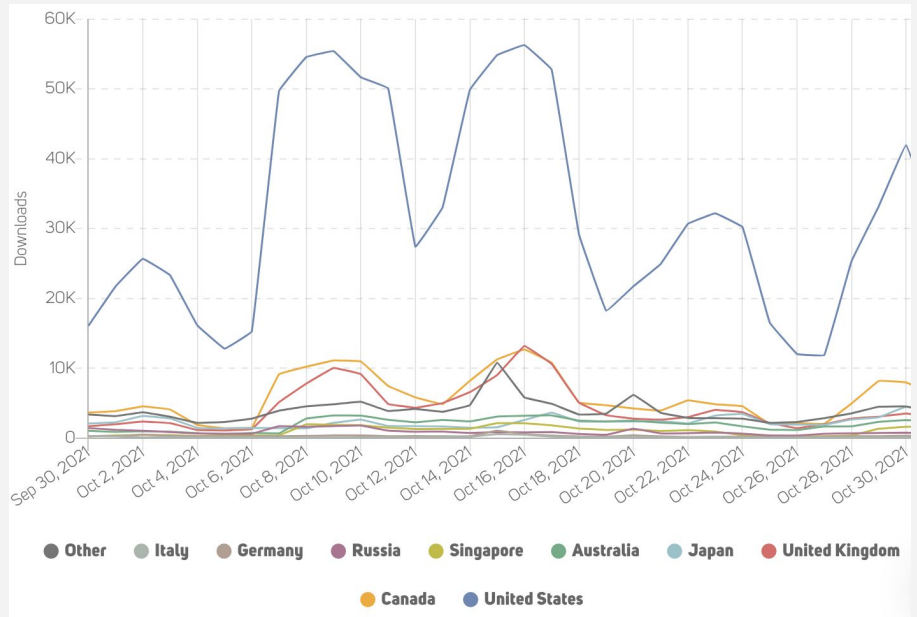
October Spikes (Downloads)

Oct 8th Patch (Overview)

- Besides the English Voice Over release, a new advertisement contributed to the download peaks.
- New Cookie releases also contributed; however, they were likely not as pivotal.

Oct 28th Patch (Overview)

- At the tail end of the month, introducing cosmetics convinced many players to spend.



**Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.*

October Spikes (Advertisement)

Old Ad (Dec 2020)



- ~400k views
- No Narration
- 2D Animations
- Targeted more toward children

New Ad (Oct 2021)



- ~11M views
- Uses Narration
- Higher quality (3d)
- Involves real person (targets larger audience)

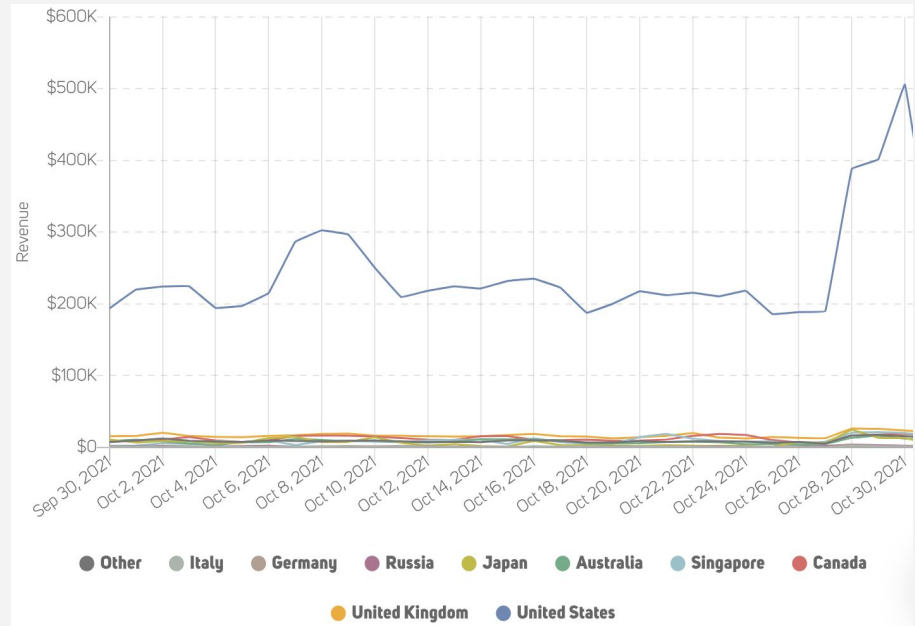
October Spikes (Revenue)

Oct 8th Patch (Revenue)

- The new monetization factor at this time was the release of the new Epic Cookies.
- A little peak is formed. Part of it can be attributed to the influx of new players from the new advertisement.

Oct 28th Patch (Overview)

- The peak at the end of the month is attributed to the introduction of cosmetics.



*Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.

Analysis Summary

- The combination of a new server, advertisements for the game, and regional voice packs reinvigorated both old and new players of **CRK**.
- The Sonic Crossover Event helped sustain both download and revenue numbers through to the hyped English voice over release.
- The refinement of the story-oriented advertisement further brought attention to the new English voice overs in the game.
 - Both the old and new ads show a clear focus on the game's RPG element and understand that it is the game's main selling point.
 - The devs committed to the motif and broadened the demographic focus with the addition of narration, 3D characters, and a real person in the ad.
- Lastly, like most hero collection games, download/revenue spikes appeared with the release of new Cookies, but generally these spikes were rarely sustained.

04

Future



Monetization (Cookie Gacha)

Cookie Gacha (Strength)

- **CRK** has a hybrid shard system.
 - The Gacha gives both shards and a chance at a Full Cookie.
 - When a Cookie is maxed, the rollover become Mileage Points.
 - Point are used to buy Epic Cookies and levelling items.
 - Hybrid model gives players both instant and delayed gratification.
- Gacha tab includes a “Free Gift” section that gives rewards to bring players to the gacha tab daily.



Monetization (City Building)

City Builder (Strength)

- For **CRK**'s city builder, there is low friction to use Hard Currency (Gems).
- 2 ways to use Gems:
 - Speeding up production of buildings/materials.
 - Purchasing materials needed to upgrading a building.
- **CRK** gives a Gem conversion for the amount of material you are missing, and this low friction is great for getting players to spend Gems.



Monetization (Store)

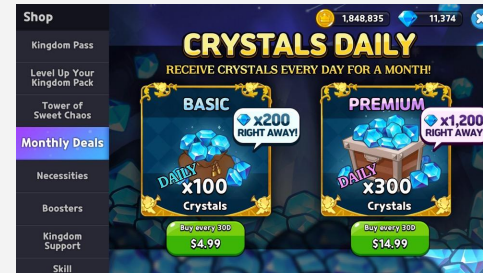
Store (Strength)

- **A Reason to Look (1)**
 - The store features a free rewards package to bring players to the shop tab daily.
- **Subscriptions! (2)**
 - Great for keeping players in the game for a certain period of time as they wait for the full payout.

1



2



3



Monetization (Store)

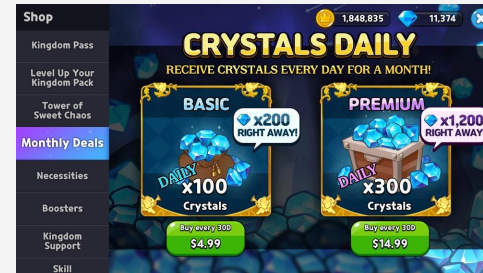
Store (Strength)

- **Bundles (3)**
 - Offer many products at a discounted price than if they were sold individually.
 - Includes tags akin to “Limited time only” or “1 per account,” which makes the value of the product seem higher.
 - Are generally under \$20 range to convert new F2P players into spenders.

1



2



3

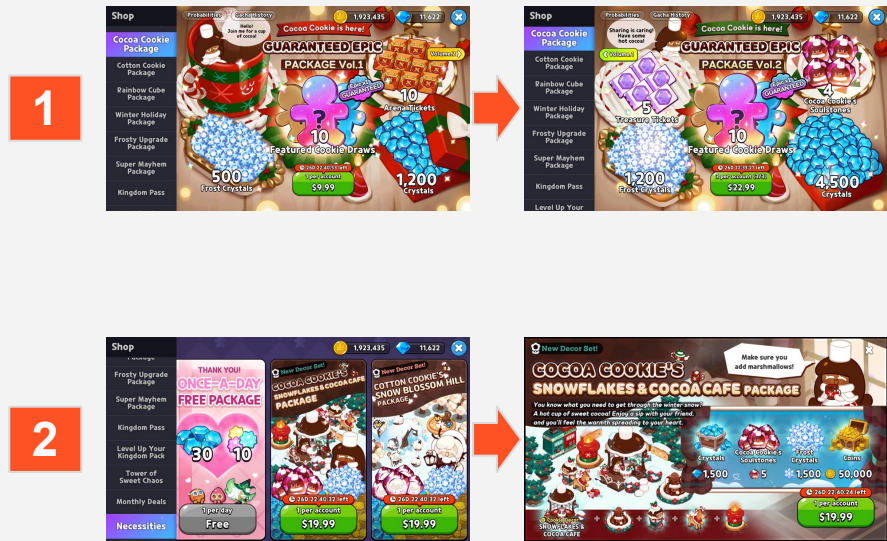


Monetization (Store)

Store (Weakness)

- **Organization**

- Recent Cocoa Cookie themed packages are difficult to compare.
- It's hard to scroll and click into the decor-themed Cocoa package (2) and compare it with the summon-oriented package (1) of a similar price.
- There'd be less friction for players to decide on what to purchase if the packages were more easily comparable.

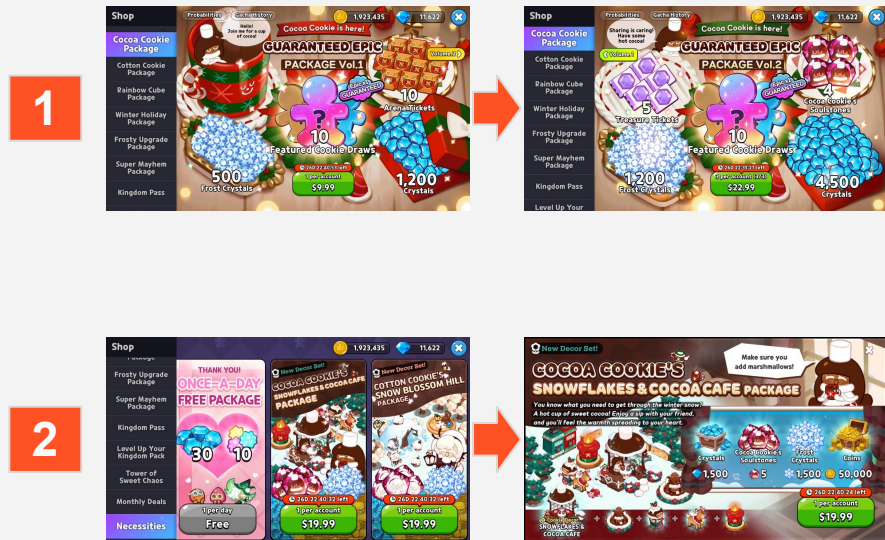


Monetization (Store)

Store (Weakness)

- **Organization**

- If the comparison is easy, players who want summons can easily determine package (1) is the deal for them and vice versa if players want the decor.
- Additionally, in the “Necessities” tab (2), only 3 packages are viewable at a time.
 - There are 12 more hidden options in the tab, which means it’s hard to window shop through the store.



Monetization (Store)

Store (Weakness)

- **Package Cohesiveness**
 - **CRK's** theming for store packages feels inconsistent.
 - The Frosty Upgrade Package (1) has a clear goal.
 - If you get the Legendary, here are all the resources to level it up quickly.
 - Created specifically for players who desire the Legendary.

1



2



Monetization (Store)

Store (Weakness)

- **Package Cohesiveness**

- The Rainbow Cube packages contain 5 rolls of potentially different skins and the rest is level up material.
- The package's name appears to target players who want cosmetics.
- The actual items offered don't support its monicker, making the package feel misleading.
 - Both packages give close to if not more rolls for Cookies than for the cosmetic skins.

1



2



Monetization (Rainbow Cubes)

Rainbow Cubes (Weakness)

- **Rainbow Cubes**
 - Currency to purchase cosmetics via gacha.
 - A gacha layer creates additional friction between players and their decision to purchase cosmetics.
 - The Cookie gacha works because players want to either add to their collection or get a “better” Cookie.
 - “Better” = anything that can help them progress.



Monetization (Rainbow Cubes)

Rainbow Cubes (Weakness)

- **Rainbow Cubes (continued)**

- For cosmetics, players purchase them to display individual taste or their commitment to a particular character.
- Since the reason is more specific, there's a higher chance for fulfillment to not be reached via a gacha.
- A more common route is to supply players less Rainbow Cubes and allow them to purchase Rainbow Cubes and cosmetics individually.
 - LoL and Fortnite are examples of this model.



05

Closing Remarks



Closing Remarks

- **CRK** had a strong sequence of feature releases: the new server, the crossover event, multiple successful advertising campaigns, the ENG Voice Pack release, and the release of cosmetics. These all led **CRK** to its recent success.
- **CRK** has a strong dual game loop that is effective in managing its economy and has a strong singular focus of getting player to improve their team of adorable Cookies.
- However, to sustain its success **CRK** can adjust some its monetization methods.

Closing Remarks

- **The Store**
 - Reducing the number of products and reorganizing packages to make them easily comparable can reduce friction between players and spending.
 - Having packages align more directly with a particular player need/desire will create a more enticing package for players to purchase (Rainbow Cube Packages in particular).
- **Rainbow Cubes**
 - Likely not happening, but considering to make cosmetics directly purchasable in addition to the gacha could entice more first time spenders.

END

